



Client Questionnaire Set One

1. Goals and Objectives

- What is type of project do you have in mind? A new Web site? A redesign?
- What are your goals in creating this Web site?
- What are your business objectives?

2. Target Audience

- Who is your primary audience and how would you describe them?
- Who is your secondary audience and how would you describe them? (any internal groups who will need to use the Web site as a tool)
- What market research have you done to define your audience, and what have you discovered about them?

3. Marketing and Branding

- Are you seeking to extend, maintain or develop any brands over the Internet? Are they corporate or product brands?
- Are there existing marketing or advertising campaigns to tie into?
- What are your corporate identity standards?
- Are there any other partner corporate identity standards to consider?
- How will you promote your brand with this Web site?

4. Content

- What are some other sites similar to the one your want to build or redesign?
- How will content be updated within the Web site and how often?
- What content is needed from you?
- What content is needed from us?
- What are the various pieces needed for this site? (Web site? Administration tools? Reporting admin tools?)
- What kind of media will the site deploy? (Customer created? Client created? Database delivered content?) Will the media be images, text, sound, and video?)

5. Competition

- Who are your competitors? What are their urls?
- What is good/bad about the competition?
- What features are they missing that we could fulfill?

6. Web Developer/Client Relationship

- What services will we supply for this site?
- What are the deliverables for this site?
- Who are the key client contacts? For approvals? For technical issues?
- How long will our client relationship last for this Web site?
- What information and resources are needed from the client to customize their Web site?

7. Schedule and Budget

- What is the target budget for building this site?
- Is there any additional funding coming from partners or clients already interested in the site?
- What are the costs of hosting this site?
- What is the initial desired date for completing the site? Is it tied to an event – press, party, a conference?

8. Technical Questions

- How will the site be served and hosted?
- What potential legacy systems or databases will the site need to work with?
- What are the target hardware platforms?
- What are the target browsers?
- What is the desired minimum monitor size and resolution?
- What is the desired maximum download time for the site Web pages?
- What other potential features may take extra time or are a new technology we haven't yet dealt with?